

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2210
ANSWERED ON:03.12.2001
PUBLICITY TO TOURIST PLACES
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government are aware that many places in the country which are important from tourism point of view have not been given adequate publicity in regard to their culture and heritage; and

(b) if so, the steps proposed by the Government in this regard?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) & (b) In order to publicise the cultural and heritage places from tourism point of view in India and abroad, Ministry of Tourism undertakes the following steps:-

- (i) Printing of brochures and other tourist literature on prominent tourist spots
- (ii) Release of advertisement in prominent newspapers and magazines in India and abroad,
- (iii) Production of posters, video films, CD Roms, souvenirs, etc.
- (iv) Maintaining of Department of Tourism website providing information on the tourist places in India,
- (v) Dissemination of information by Government of India Tourist Offices in India and abroad.

Besides, State Governments/ Union Territories also undertake publicity and promotion of such places in their states by printing of brochures, tourist material, production of video films, CD-ROMs, etc.